

Monthly Giving and Matching Collections

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Topics

- Starting, growing, and maintaining a monthly giving program
- Executing a Matching Gift Collection
 - Inside and outside of a Mass setting
- Comparing these at a large, established development program vs. a small, young development program

About Us

- Allison Seibert
 - Director of Annual Giving, St. Mary's Catholic Center at Texas A&M University since June, 2016
- Rhen Hoehn
 - Development Director, St. Albert the Great University Parish at Michigan Tech since October, 2015
- Fr. Ben Hasse
 - Pastor, St. Albert the Great University Parish at Michigan Tech since November, 2013

About St. Mary's

- Personal parish to ~17,000 Catholic students at Texas A&M University & Blinn College and 350 permanent community members
- Started in 1904 due to faithfulness of Texas A&M students
- Over 30 full-time staff including: 3 Priests, 3 Permanent Deacons, 3 Religious Sisters, & 9* Campus Ministers
- Notable programs: John 15, Jesus is Lord, Aggie Awakening, FOCUS, Student Ministry Interns

About St. Albert the Great

- Engineering school, about 7,000 students on campus
- Very remote – 8-10 hour drive from most alumni and families
- Small staff - 1 Priest, 1 Religious Sister
- About 40 permanent families
- Parish was built in the early 1960's
- Fourth year with FOCUS on campus



Monthly Giving

Monthly Giving

- **What is it?**
 - Automatic recurring monthly donation, usually through online giving
 - Often branded as a “society”
- **What is the benefit**
 - Give more over the course of a year by making smaller monthly donations
 - Can be a good gateway to the giving ladder
 - Helps the ministry to budget more accurately

Monthly Giving

- **Should it be branded as a “Society”?**
 - What are the benefits? How to do that?
 - Provides another reason to make regular contact
 - Possible names
 - Living Faith Society
 - “Catholic Direct”

Monthly Giving

- **How do I get more people to join?**
 - Include as an option in appeal letters
 - Do a matching gift targeted to monthly donation
 - Personal solicitation
- **How do people sign up?**
 - Through a form on your website
 - Form in an appeal letter
 - Form handed out at Mass/events

Monthly Giving

- **What do I do with donors after they sign up?**
 - Should I visit them?
 - Should I send them a receipt every month?
 - Should I ask them to increase their gift?
- **What happens when their card expires?**
 - A good chance to follow up
 - Some discontinue, some restart, many increase donation

Monthly Giving at St. Mary's

- **Living Faith Society (established in 1999)**
 - 1,200 members giving monthly, contributing over \$1.1 million annually
 - Welcome letter
 - Quarterly devotionals with student card
- **Appeal letters & newsletters**
 - Specific LFS appeal to convert one-time donors
 - Promoted during online giving day & matching collection weekends

Monthly Giving at St. Albert the Great

- Appeal letters and newsletters
- Matching Gift Challenges
- Welcome letter with current prayer booklet
 - Quarterly letter with Living Faith booklets
 - Year-end tax letter
 - How to change or stop their gift
- After two years:
 - 101 monthly donors, \$59,600 per year

Tips for Success with Monthly Giving

- Promote throughout all communication means available
- Stewardship is important!
 - Timely thank you's
 - Handwritten notes during the year
 - Special events or mailings

Matching Collections

Matching Collections

- **What is it?**
 - “Double your Donation”
 - i.e. A collection at a particular Mass will be matched up to \$10,000
 - Doesn’t have to be a collection at a Mass
 - Mail, Email, and Social campaigns
- **Main Benefits**
 - Gives the ministry a big, fast boost
 - Adds new people to the donor pipeline to be cultivated

Matching Collections

- **How to execute a matching gift**
 - Find a donor or group of donors to offer up the challenge gift
 - How big?
 - i.e. will you match any gifts that come in during this time period up to \$10,000?
 - Have paper forms that people can use to make a gift via credit card or direct debit
 - Compile total raised and bring it to the original donor

Matching Collections

- **How to execute if a Mass collection is not a viable option?**
 - You (and the challenge donors) set the rules
 - Set a time period for the challenge
 - Include multiple forms of donations
 - Mass collection, online gifts, checks in the mail, recurring monthly gift signups

Matching Collections

- Finding the right timing for a matching collection
- If you have a parish, find a Sunday with especially high Mass attendance (parents weekend, homecoming, etc)
- If not, find a day that is significant in some way
- Patronal Feast day, Giving Tuesday, Advent, Lent, etc

Matching Collections at St. Mary's

- Four each year
 - Fall & Spring Mass Collection (Football weekend in Oct. & Parents weekend in April)
 - Spring online giving event (April)
 - Summer LFS appeal (July)
- All one-time gifts, new LFS gifts, and increases to LFS gifts matched
- Over \$350,000 received from all 4 matches

Matching Collections at St. Albert the Great

- **Back to School Matching Gift Challenge**
 - 8 days, Sunday - Sunday
 - “Back to School” Appeal Letter to arrive about a week before the first Sunday
 - Email and social media campaign
 - All gifts made online, checks received in the mail, Mass collections, and recurring monthly gifts set up or increased during the 8 days count

Matching Collections at St. Albert the Great continued

- **Winter Carnival Matching Gift Challenge**
 - Timed around annual Michigan Tech Winter Carnival
 - Focused solely on monthly recurring gifts
 - The first 6 months of giving for all new monthly gifts, or increases in gifts, matched up to \$5,000
 - Postcard sent to entire list; email and social media campaign
 - 2017: Grew from 45 to 58 monthly gifts in one week, increase of \$840 per month, \$10,080 per year

Takeaways

- Secure sufficient matching gifts that your organization could raise from supporters
- Make it easy for people to give
 - Flyer in bulletin week before
 - Donation card during Mass
 - Promote online form
- Make sure matching collections complement other appeals

Questions?

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